



**UNIVERSITAT  
JAUME•I**

# NEW COMPANY MARKETING PLAN: ANIMETI

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## EXECUTIVE SUMMARY

Through the following paper we are going to deal with the origination of ANIMETI organization; we are going to make a presentation of the company, a review of the entrepreneur field where the company is placed and we are going also to expose the starting financial situation needed by the company to start the its activity.

The company was created in order to offer a perfect service for children; the main objective of the company is to create special and unforgettable moments from their leisure time; in order to achieve that, the different services that the organization provide are:

- Birthday parties
- Theme parties
- Gymkhanas
- Parties for groups
- Participative workshops
- Childcare

In order to perform safely and healthfully all of these activities, the organization counts with two qualified instructors and with a lot of experience in this sector; they will make that each event hired in our organization is unique and unforgettable for the children. One of the instructors is about to be a business administration graduate by Jaime I University; he also have the leisure time monitor's title and two experienced years as a monitor in the summer school organized by Gilet council. The other instructor, and co-owner of the organization is studying the double degree in teacher training elementary school and Motion and Sport sciences and she also has the leisure time monitor's title and the multi-adventure monitor's title; she has more than six experienced year working with kids in different companies related with our field of work.

Our target group is all those kids among the age of 3 and 14 and living through Autonomous Community of Valencia, especially those who reside near Morvedre's field. We found in the last population survey that the 30% of the population living in this area are kids between these ages. Despite this, the organization knows that will be the parents who demand our services, especially those who do not have enough time to prepare a party for their children. So what the company tries is that the parents do not perceive our service so expensive, as it is saving time for them and it is giving them some status.

We have also performed a competitive and specific environment's analysis of the organization in order to know about the institutional and social framework where the company is placed.

Regarding the company premises, as it will be a home delivery service, the organization does not have one; however, it will have a garage in Gilet, where they will keep all the material. This garage will be the organization's registered office.

Finally, we will perform a study about the funds needed by the company in order to finance its future activity; in this way we will know which are the incomes and costs that the organization provide and which will be our situation in the future.

## INTRODUCTION

The idea of Animeti was born from the passion and interests of two guys from Gilet of spending time with kids and see how they enjoy, thanks to their contribution as free-time entertainer. The idea was originates around 2013, when both of them were in the summer school of their town. These boys were in that summer school as a entertainer and thanks to their experience and the good time with the kids, they planned and organized the creation of an children's entertainment company for kids in different events.

The activity develop through the company will be a purpose of children's entertainment services which goal is to make kids enjoy trough the practices and development of their basic motor skills and capacities. The main services it provides are:

- Theme parties
- Participative Workshop
- Birthday organization
- Ludic-educational days

The company will have high qualified and experienced entertainer, and it also will count with a lot of material in order to make kids enjoy of their parties and to make each party a unique and unforgettable moment. Through last years have been increasing the demand of services in relation with infantile leisure, and according to predictions, this trend is going to increase, or at least to remain in the future.

As a conclusion we can confirm that child's parties are an innovative and healthy play offer for kids to train through leisure and free-time. In this way, they can play with other kids while their parents are doing other activities without any worry.



# 1. INTERNAL ANALYSIS

The internal analysis of an organization is understood as the identification of a company's strengths and weaknesses in front of the performance of their own productive activity. As Penrose, 1959 explained, the organization's resources and capacities with the skills of their owners to manage are the main factors of growth of any company.

## 1.1 BUSINESS DESCRIPTION

### 1.1.1 Company description

Animity will offer the whole services needed to perform children's parties, both theme parties and gymkhanas, and other services as music, food, decoration, different material etc. The company is fundraisers property, and they are going to be the unique workers at the beginning of the activity.

### 1.1.2 Name of the company

The name of the company was chose by its fundraisers. The name is the union between the name of them (Arturo and Leticia) and the purpose of the organization, the entertainment ('animacion'). With that name, we pretend to differentiate our company from the competition and to give a fresh and new image; that name also shows the idea and the aim of the company: the children's entertainment and the fun, and customers perceive that just knowing the name of the organization: ANIMETI.

### 1.1.3 Slogan

The slogan we have chosen has as a reference one of our main goals: 'ANIMETI: their fun is our passion' ('ANIMETI, su diversion es nuestra obsesión').

#### 1.1.4 Fundraisers name and description.

##### **Profile of fundraiser 1**

- Name: Arturo
- Surname: Llopis Asensio
- Address: C/ciudad Jardín nº 17, Gilet (valencia)
- Phone number: 662193666 - E-mail: \_al153047@uji.es

The first fundraiser, Arturo, is 23 years old, he is from Gilet (Valencia), where it was originated the idea of ANIMETI creation. He is going to be graduated in Business administration soon and he also has free time entertainer and football trainee titles. For that reasons he is a good candidate to carry on the leisure activities that the company offers.

It should be noted that he has enough experience in this sector as he was working for two years (during summer time) in the summer school of Gilet, and he also has worked as coach of a football team with kids in the F.B Sagunto, Valencia regional club.

Regarding his personal abilities, we can see his enthusiasm, dedication, and the most important: his skills when he has to work with kids, demonstrated through the jobs mentioned before.

##### **Profile of fundraiser 2**

- Name: Leticia
- Surname: Fraga García
- Address: C/ Balcón de la Peña nº15
- Phone number: 636586963
- E-mail: letuceeee@gmail.com

Regarding the second fundraiser, Leticia, she is 22 years old and she is from Sagunto (Valencia). Currently she is studying the last year of the double degree in teacher training elementary school and Motion and Sport sciences, so she is enough prepared to perform the adventure and instructive activities which it offers the organization. Furthermore, she also has free time entertainer and the multi-adventure entertainer titles, so she is ready and trained to do all these types of activities in the case that customers demand it.

On the other hand, it should be noted the experience she has in this sector, as she has been entertainer of the education and training group “Grupo Espiga” in Sagunto for more than 5 years. In that group they d meetings every week with groups of children, they do encounters and sometimes they also do trips. Moreover she also went to Gilet’s summer school in 2013 and 2014, which were a great success. For that reason, we can affirm that the second entrepreneur of our purpose has a great and enough experience to start the activity of this organization.

Regarding social and personal abilities, we should note that she is an attentive person with listening skills, she is hard-working with all of the activities or jobs she performs; she is also enthusiastic when she has to start a project; she is upbeat and cheerful and she is always happy to help in whatever is needed.

#### 1.1.5 Mission

Organization’s mission is established by its own ‘raison d’être’, it means: What are we born for? The mission is composed by both, what the company is now and what wants to be in the future.

As Periañez (2013) said, an organization mission is: ‘An organization’s mission is its ‘raison d’être’, the reason of its existence. It is the personality of the company and its identity’

ANIMETI is an organization composed for some entertainers whose work is to cheer up all kind of parties: familiar events, first communion, organizations’ events and parties, family days, or any other kind of children event, with the aim of making them enjoy the activities proposed.

#### 1.1.6 Vision

For its part, the vision explains the goal proposed by the company to achieve in a medium or long-term. As we saw in the quote above (Periañez, 2013), the organization’s mission is defined as: What do we want to be? It is the future of our organization. The vision should lead all the efforts and performances of every employee in order to achieve that mission.

Each of our parties and events are turned into a awesome and unforgettable day, taking into account every small detail depending on the target group of each occasion.

## 1.2 Organization's goals.

After checking out the project viability, it has been made an economic (or financial) and operative plan in order to define the new strategies to support the wished positioning.

### 1.2.1 Specific goals:

- Verify the viability of the business from an economic and financial point of view through its implementation.
- Establish the market where the organization is able to operate with its services.
- Define the main bases to perform our project.

## 1.3 Organization's values

Organization's values represent the base of motivations and attitudes' understanding. The main values where ANIMETI is founded are:

1. Every service offered by the company will have high quality, so it is searched that people recognize the company for its quality and for the variety of services it offers.
2. The differentiation from other companies, as we want that every moment was special and unique.
3. Innovate making tangible the wishes of our clients.

## 1.4 Organization's resources

Organization's resources are all those components that organization has in order to achieve the own goals and objectives. The resources could be classified by tangible: where we found both the physical and financial resources; and intangible, where we can found aspects as company reputation, technology or organization's culture; finally we found human resources which are those deep-seated with organization employees' features.

In the case of ANIMETI we note specially that intangible resources are not so relevant, as it is a new creation company, and it has not a strong culture and a brand image yet. On the other hand, organization's human resources have been already explained in the 'fundraisers profiles' point. For that reason, the next point is going to be focused on explaining the tangible resources that the organization has.

#### 1.4.1 Physical resources

Regarding organization's tangible resources we find the following ones:

- Two vehicles which owners are the fundraisers and which are totally available to be used.
- A garage of 40 m2 owned by one of the members and available when the organization needs it.
- More than 50 costumes of different types and sizes for different events and parties.
- It will be purchased a van, Mercedes Vito model, owned by a known repair shop for 2.500 €. It will be get in order to be able to carry all the needy material for the parties.
- We also have an agreement with Gilet's council, which allow us to use some facilities for free in Exchange of our help in the summer school organized by the city council.
- A bouncy castle.

#### 1.4.2 Financial resources

The organization has an initial capital of 3000€, as it has been founded as a limited company. This starting capital is from its partners' contribution and it is composed by monetary contributions and goods. Both partners agreed that the whole social capital will be paid by cash and furthermore will be perform contributions of goods in order to provide to the organization enough material resources to start up the organization performance.

#### 1.4.3 Product description

##### *1.4.3.1 What kind of organizations are we?*

The organization we are developing is a limited company focused of the service sector; its main objective is to perform every type of children's events.

##### *1.4.3.2 Who is it aimed for?*

This kind of activities are aimed at kids, but their parents, tutors or schools are who decide that the kids spend an unforgettable and special moment playing and interacting with other children.

#### *1.4.3.3 What do we offer?*

Our organization is going to offer a wide variety of products in relation with all the high quality material we use; we also offer a fast job and a perfect attitude and behaviour with the children.

## 2. EXTERNAL ANALYSIS

The external analysis, also known as the opportunities and threats analysis is the study of all the factors which have a Relationship with the company in an external way, it means those who are out of the control of the company; the analysis consists on the identification and evaluation of the changes in the environment and the new trends that could affect the organization performance and which are totally out the control of the same.

### 2.1 Analysis of the overall environment: PEST analysis

In this section we are going to focus on identify the set of factors of the overall environment which have a direct or indirect effect within Animeti's company, and those factors who are hardly controlled by the organization. These factors are classified in 4 different blocks: political-legal factors, economic factors, sociocultural factors and technologic factors.

#### 2.1.1 Political-legal factors

In this point we are going to talk about the current political situation of our country, and also about the applicable law. On the other hand, we have to consider the stability that the government provides to this sector, which it is in constant growth.

Nowadays, Spain is in a Parliamentary monarchy, where the legislative power is undertaken by the government and the legislative powers.

Concerning the Spanish political tide, there are many authors who recognise that with the last power changes in the government, the cycle has been completed and now Spain enjoys political stability. Regarding the political forces, Spain is currently a bipartisan country, where PP and PSOE alternate the power every 4 or 8 years; it supposes an important political poverty. However, it is expected that in the following elections will be a change of tendency; the last CIS surveys show that other political parties are making headway through politics.

If we focus on the Autonomous community of Valencia and especially in the Morvedre field, we see that as happen in a national level, there are a political stability with the same difficulties as a consequence of the crisis, corruption practices and mismanagement.

Another important feature of Spanish territory is the decentralization. That is produce because of the division of territories through different autonomous powers. Its entities

(autonomous communities) manage locally all its sanitary and educational systems; some of them also manage aspects of the public budget.

It also should be noted that Spain is included in the territory of the European community and that implies another aspects as the use of the same currency than all the other members. The Euro, as Mars (2010) expressed in an article published by the newspaper 'El País' this year, it is one of the strongest currencies in the global economy.

Spain is also member of other global and continental organizations as: 'United Nations Organization' (from 14<sup>th</sup> of December, 1955); 'North Atlantic Treaty Organization (NATO, from 30<sup>th</sup> of May, 1982); 'Organization for economic cooperation and development' (OECD); 'Organization for security and cooperation in Europe'; 'Occidental Europe Union and European defence agency treaty'; and also of other organizations which strengthen historic and cultural ties with the transatlantic bond as the 'Latin Union', 'Latin America community of Nations' and the ABINIA

Regarding the legal aspects in Spain, we have to say that the difficulties to start a new company in our country are too much due to the amount of red tape to do to create an organization. Despite this fact, in the entertainment and children parties' sector, where ANIMATI is going to work, there are not so much regulations concerning the legal aspects.

Currently, the most appropriate regulation or legislation for a company like Animeti, although it has not any own seat, is the legislation concerning children leisure's playgrounds; for that reason we are going to show the current legislation in Valencia for that type of centres, focusing especially in those requirements that affect directly to our company.

The Autonomous Community of Valencia hold the sole responsibility for the entertainment as it is indicated in the article 49.1.30<sup>a</sup> of the Statute of regional Autonomy of the Valencia Region (Organic, 2006).

A clear example of that lack of existing regulation it is the article published in the Mediterranean newspaper (Blasco, 2009), and I quote directly:

*"La muerte de un bebé de tres meses en una ludoteca sin licencia en la localidad de Vinaròs hace dos días ha reabierto el debate sobre la falta de requisitos que se exigen a estos espacios de ocio y las condiciones en las que se encuentran los niños que acuden a estas instalaciones. En este sentido, la inexistencia de una regulación específica en la Comunidad Valenciana propicia que con una licencia municipal de actividad y cumpliendo únicamente los requisitos de seguridad que se reclamarían a*



*cualquier local de ocio, se pueda poner en marcha este tipo de espacios destinados a niños de 0 a 3 años*”. [‘The death of a three months baby in a playroom without a license in the town of Vinaròs two days ago reopened the debate about the lack of requirements to these leisure spaces and about the conditions in which children are in these facilities. In this sense, the absence of a specific regulation in Valencia leads to a situation where with a municipal business license and just with the safety requirements that would be claimed to any local entertainment, you can launch this type of space for children among 0-3 years’]

Despite that the lack of legislation it is still present; in 2010 it was published the 14/2010 Law (Generalitat, 2010), 3<sup>rd</sup> of December, of Public Entertainments, recreational activities and public facilities, which it derogated the previous law and it is still present after many modifications.

In this law leisure activities are defined as: ‘those that bring the public that with the main purpose of participating in the activity or receive services that are offered by the company for purposes of recreation, entertainment and fun’ (Quoting directly: *“aquellas que congregan a un público que acude con el objeto principal de participar en la actividad o recibir los servicios que les son ofrecidos por la empresa con fines de ocio, entretenimiento y diversión”*)

## REQUIREMENTS

Regarding the certification of the leaders, as it is a leisure and not educational space, it is not essential.

On the other hand, regarding the catering services provided to the customers by the organization, the law demands:

1. Food-handling certificate for each member who is going to perform the catering service.
2. The right packaging of all the food when it is going to be carry from one place to another one.

### 2.1.2 Economic Factors

In order to consider all of those economic factors that could have an effect in the organization (Animeti), we are going to try to analyze some of the environment features which reflect the Spanish economic situation and especially in the Autonomous Community of Valencia.

## Gross Domestic Product (GDP)

Through last years, the Spanish economic situation has been represented by a long period of recession which it started at the end of 2007, and which consequences are still presents in the economy.

The GDP is one best indicator to show the life quality of a country. From the start of the crisis in 2008, the Spanish GDP suffered a brutal fall which until by mid 2012 it does not start to improves. It was exactly in the third quarter of 2013 when the growth was recover, achieving a GDP increase of the 0,1%, consolidating itself through the fourth quarter of 2013 with a new increase of the 0,3%.

The financial experts agreed that in 2014 was the year of a change in the GDP evolution tendency in Spain, it was one of the most hopeful news for all the business fabric of Spain after the strong recession of last years.

In the following graphic we can see the evolution of the Spanish GDP and how in the last two years has been noted a great improvement.

Figure 1: Spanish GDP evolution



The forecasts made by the main international organisms, as the International Monetary fund, placed the Spanish GDP for the year 2014 in a +0,7% and even the CEOE projected a growth of a 0,9%.

The GDP estimation just provide indicative information, by it offers a hopeful vision for Spanish economy. We can see this estimation in the next graphic, where it is showed

that from the year 2014 the GDP is increasing step by step. Figura 3: Perspectiva de crecimiento del PIB

Figure 2- Spanish GDP prospection



### Fiscal policy

An important aspect for Animety is the tax reform law, which it affects to the corporation tax and which includes a progressive reduction of the tax rate applied through the years 2015 and 2016. The government has estimated that the tax rate reduction will have a similar collection cost but at the same time it will produce an expansive impact through the economic activity in the next years that will compensate part of the collection cost produced by the tax reduction.

### Economic policy

One of the economic measurements carried out by the Spanish government was the application of the organic law of the Budget Stability and financial sustainability. This law is one of the great politics in economic field; it has been established as a vital mechanism in order to control the budget and to put all the public account in order. It is a base to drive the economic recuperation, the sustained economic growth and the employment generation, which goals are to guarantee the financial sustainability of each Public Administration, to strengthen the confidence in the stability and creditworthiness of the Spanish economy and to reinforce the Spanish commitment with the European Union, ensuring the public administration's control and restructuring.

## **Economic evolution**

First of all we have to highlight that in the second quarter of 2014, the Spanish economic recovery continued progressively, characterized mainly by the progressive strengthening of the intern demand.

From the point of view of the offer, the most outstanding feature was the favourably behaviour of the employment, estimating a net occupation increase near of the 0,4%, first time in the last six years, what it would involve the comeback to a positive annual rate.

Another important aspect that we cannot set aside is the Spanish economics' strongholds. Among other things we have to highlight that Spain is the fourth position within the euro zone which dispose of the first Europe net of freeway and highways, and also being one of the ten countries of the world with a better quality in its facilities.

On the other hand, Spanish is the second language more studied around the world and we have Spanish leaders companies in different sectors which are referents within the international business fabric. Equally, we also have to highlight that Spain is the second country in the global ranking as a incomes receiver and the third one on the amount of tourists.

## **Buying power**

Regarding the Spanish middle classes' buying power and specially Valencia ones, we can say that nowadays it has been produced a decline in the available rent; it is caused because of the fall in the wages and the sharp increase of the taxes, furthermore, the light and fuel expenses are still increasing. The increase through the good prices also produce that people do not have the same buying capacity and that lead to a intern demand fall.

This situation affected more to jobless people, as the Employment Ministry announced that the average amount of unemployment benefits was reduced in a 1,4% during 2014, from 890 € to 877 Euros per month; moreover, it is expected that the long-term unemployment amount (those without a job for 2 or more years and whose benefit is already finished) will still increasing above the 2.2 million of people in 2013.

### 2.1.3 Social

The environment social element is composed by some factors as the population development, the changes through the life-style, the consumer behaviour, the labour market etc.

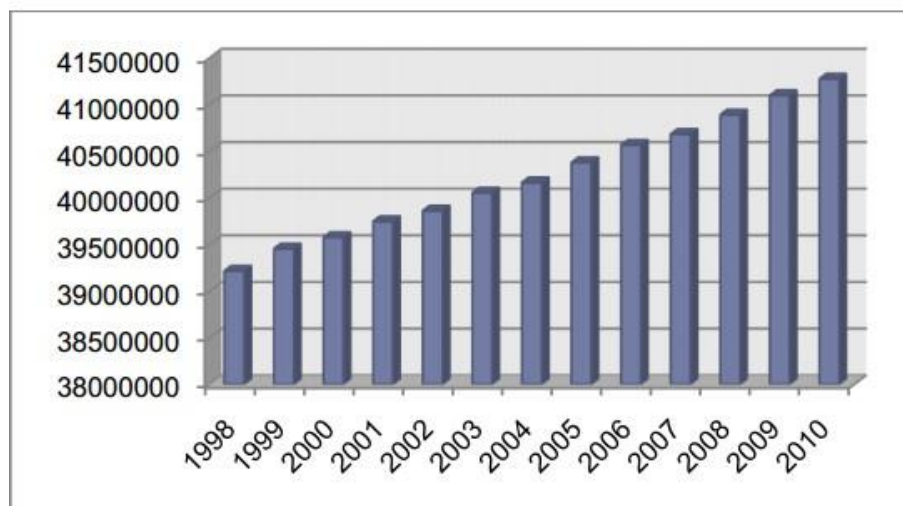
Social influence is represented by demographic changes, for instance, the nationally level or the ageing of the population level. It is also represented by the changes through the life styles, for example the level of consumerism in the society etc. Now, we are going to explain the most relevant factors with detail

#### Demographic evolution

Through the years, the Spanish population has experienced a great growth in a interruptedly way, as the population cense in 2009 was the double of 2001 (5 millions of habitants). This transformation has been affected by different variables as the birth rate, the mortality rate, the level of life expectancy etc.

It should be noted that the more influent variable in this growth has been the foreign populations; however, Spain is still under de average of the migration flows of other countries of the European Union.

Figure 3: Demographic development rate



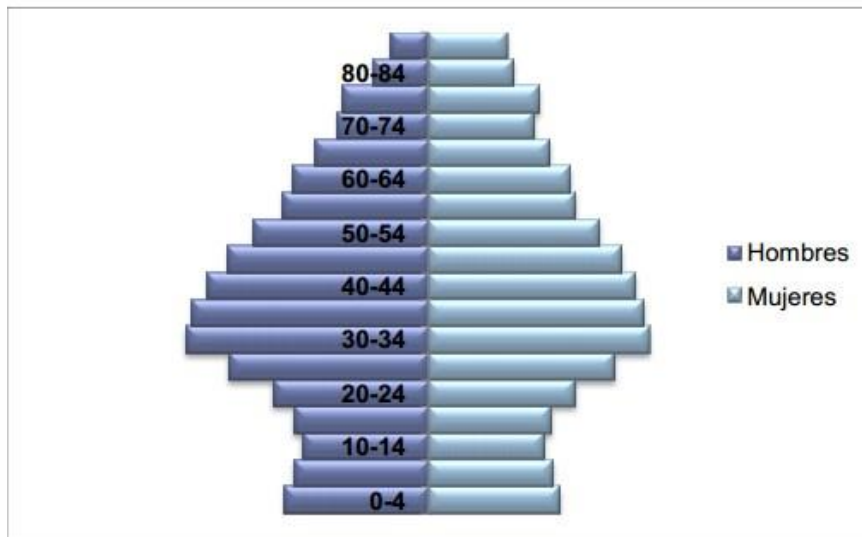
The birth and mortality rates were so high in the beginning of the 20th century, but the level of both rates has been decreasing overtime.

The birth's decrease has been produce basically because of the socio-cultural changes, the entrance of the woman in the labour market and the increase of the independence of

the woman. However, the mortality's rate decrease was produce because of the scientific developments.

On the other hand, the gender distribution does not have almost any difference, as the 50,8% are women and the 49,2% are men. Nevertheless, there are distribution differences by age, characterized by a higher life expectancy and lower birth rate.

Figure 4: Population distribution by age and sex



One of the aspects more important to analyze from the point of view of the marketing is the consumer behaviour, it is because it determine mostly of the organization's strategies and decisions. The performance of this analysis in the children entertainment sector suppose a significant point as a consequence of the new changes present in the society, for that reason, organizations need to know the consumer and his

#### 2.1.4 Technologic

Technology is an essential factor which it is in constantly change and evolution and it represents an important paper in the new digital economy. The organizations which are adapted to the technologic change are best prepared to have success, as it is necessary for any kind of organization to know the new technology's tendencies of the sector and to be update. Regarding our country, Spain is a developed country and technologically advanced. If we focus in our company, we have to recognise that the technology components which will be use in it are quite limited as in our offered service, the technology is almost inexistent. However, it is not a reason for the organization to be cut off the new games and mechanism which could help to the organization in order to get new competitive advantages in regard with the competence.

One of the main reasons for the organization to improve its technology is the fact of being on social networks and in a web page. Being on internet has the goal of improving the promotion and the knowledge of the people about our company and through these social networks and web page try to attract the highest number of customers. Moreover, the organization has as a future goal to include different electronic toys in order to rise the offer of itself.

## 2.2 Analysis of the competitive environment: PORTER's five forces

The PORTER's five forces model is a management tool developed by the professor and researcher Michael Porter; it allows to analyze a sector or market through the identification and analysis of five forces from this market.

Being more specific, this tool allows to know the existent competence grade in a sector, and in the case of an organization in this sector, it allows to do an external analysis as the basis for proposing some strategies lead to benefit from its opportunities and to face identified threats.



Figure 5: Porter's five forces

The five forces under consideration by this tool and that are present in every market are:

1. Rivalry among existing competitors.
2. Threat of new entrants
3. Threat of substitute products or services
4. Bargaining power of suppliers.
5. Bargaining power of buyers

According to Porter, to divide a market in these five forcers allow to achieve a better analysis of its competence grade, and therefore an specific evaluation of market's attractive; while in the case of a company within this market, it will allow to do a better analysis about its environment and therefore an improvement in the identification of opportunities and threats.

Now we are going to develop each of these forces, which Porter affirms that they are presents in each industry.

#### 2.2.1 Rivalry among existing competitors.

Direct rivalry from our company it is divided in two ways; the first one are those organizations which offer the same (or similar) services than ours, as the Junior Sagunto; and the second one are those organizations which have a commercial premises where they perform their business activity, so they offer a similar service than our but in a specific place, as is the case of Indiana Bill.

The weakness of the first organization is that it only offers a entertainment service for the children, without any kind of decoration, catering or any extra service that ANIMETI does offer. On the other hand, the big Indiana Bill's weakness is that it only offers one services for all of their clients, without making a difference by age or tastes of each kid or customer who demand its services.

The indirect competence are all those companies who eventually offer its commercial premises to make some children event, these business premises could be a locals for hiring, a garage where parties can be made or conditioned spaces as playgrounds offered by companies as Telepizza or McDonald's.



### 2.2.2Threat of new entrants.

Animeti is not in the market yet, but there are some companies which imply a direct competence for the organization as we have already mentioned and developed above. Regarding entry barriers, we have to say that in the entertainment sector there are not barriers for new competitors, as it is a sector where everyone can enter with a minimum and easy preparation. For that reason, Animeti should add added value to its clients not implanted by its competence in order to be competitive.

If some company wants to compete with ANENIMETI, it should offer its services to specific groups (specific ages). For that reason, this service has to be customized for each customer. Another entry barrier for the competitors will be the added value of our whole services: from all the special material we use until the place to perform the party.

### 2.2.3Threat of substitute products or services

The substitute products of our company are all those children parties organize by kids' familiars, shops which sell products for children, all the people involved in the organization of the event etc. We also have to take into account those companies or locals which offer entertainment services, as puppet theatres, magicians, tightrope walkers etc.

### 2.2.4Bargaining power of suppliers.

The bargaining power of the organization regarding its suppliers is so high, as it needs many different types of products, and it could get good prices thanks the amount of products it need to order. Furthermore, the organization has two collaboration agreements with two shops of its town: 'Ultramarinos Casa Paquita' and 'Horno Nelo'; thanks to that collaboration agreement, Animati is able to purchase all the material and the food it needs for a budget and competitive price with regard the prices of other companies in this sector.

### 2.2.5Bargaining power of customers

Concerning the bargaining power of customers we have to say that it is quite high. That is because the creation of this company supposes an innovation and it does not have any image or recognition, by it is a good opportunities for the company as it does not

have substitutive products or services which match exactly the same needs. For that reason, we think that Animeti's services are enough different and innovative to be quite renowned and valued by customers; so this provides to the organization a higher bargaining power.

Once we have performed the Porter's five forces analysis we are able to conclude that the market, where Animeti is placed, has some entry barriers; however we also have found in our competence some important weakness that are great opportunities for us and that they will allow to the company to achieve a bargaining strength with the customers and also with suppliers; all of that will allow Animeti to be one of the most important and outstanding company of the sector. Moreover, after explaining all that global concepts, we think firmly that all of that will allow us to create a well-established brand image.

### 3. MARKET RESEARCH

In the following study we are going to perform a market segmentation in order to be able of simplifying our target market, in this way we will get the organization's target group to which the company will provide its resources; once we have finished this market study, the organization will perform a marketing mix to define better the possible strategies to lead our activity to the chosen target group.

#### 3.1 Segmentation

The market segmentation need was born for two main reasons: firstly, the high cost that suppose supervising and satisfying the whole market, and secondly because if the company does not focus in a specific market sector, its promotion campaigns will not have success, therefore, its strategies will fail. For that reason, it is necessary to divide the market into different groups which constituents have same characteristics, in this way, the organization will be able to provide products, services and suggestions to all the segment and with a lowest price. A esta tarea de división de mercado en grupos con características similares se la conoce como segmentación de mercado y en los últimos tiempos se ha posicionado como una herramienta fundamental para el buen funcionamiento de una empresa.

As Hil & Jones (2005) defined, the market segmentation is: 'The way in which an organization decide to group its clients, with base in important differences of its needs or preferences, with the aim of achieving a competitive advantage' [*"la manera en que una compañía decide agrupar a los clientes, con base en diferencias importantes de sus necesidades o preferencias, con el propósito de lograr una ventaja competitiva"* (Thompson, 2005)]

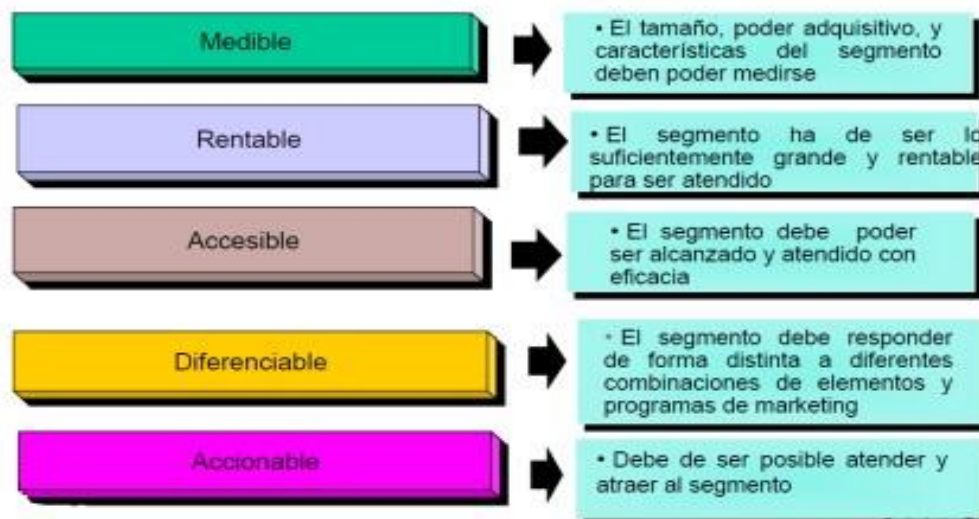
According to Stanston et al. (2005), market segmentation has the following benefits:

- *It shows a consistency with the concept of marketing when it focuses its products, prices, promotion and distribution channels to its customers.*
- *It takes better advantages from its marketing resources as they are approached to really potential target groups or segments for the organization.*
- *A Organization can compete more effectively in certain segments where it is able to make use of its own strengths,*
- *Organization's marketing efforts are not applied through segments without potential; in this way, they can be implemented in a better way in these segments with highest potential.*

- *It helps to the customer to find those products or services which are better for his needs, wishes or preferences.*

Regarding the features that should follow a right segmentation we find the following characteristics:

Figure 6- Features that should have an effective segmentation.



**Source:** (notes from the subject “marketing in services companies” of the Polytechnic University of Valencia (UPV))

The main criteria for the segmentation followed by Animetí will be the following:

1. **Demographics:** Demographic variables that mark this type of segmentation are: the gender, age, income, education, profession, social class, religion or nationality. In the case of the company, the most discriminating variable from previously mentioned is the age, because our service is aimed at children. Another factor to consider when making this kind of segmentation would be parents' work schedules, as longer work they have, lower their time to make the birthday party for your child also, furthermore it is also important knowing if the parents are married, separated and in the second case who has kids custody since, as already mentioned through the work, although it is focused on children, who will hire our services are going to be the parents.
2. **Geographics:** As regards the geographical market segmentation we have to take into account the following variables: country, region, city or postal codes. In our case since the company performs their duties where the customer requests, the

company will direct its service to the whole area of Valencia, and at the beginning it will start focusing more in the region of the Morverdre's field. The Morverdre's field occupies the northern part of the province of Valencia, their region is surrounded by Calderona Mountains and it is crossed by Palancia River on its central axis. Likewise, this region is composed by the following municipalities:

Table 1: Population distribution of Morvedre's field.

<i>Poblaciones</i>	
ALBALAT DELS TARONGERS	ALFARA DE LA BARONIA
ALGAR DEL PALANCIA	ALGIMIA DE ALFARA
BENAVITES	BENIFAIRÒ DE LES VALLS
CANET D' EN BERENGUER	ESTIVELLA
FAURA	GILET
PETRES	QUART DE LES VALLS
QUARTELL	SAGUNTO
SEGART	TORRES-TORRES

3. Psychographics: This section is looking for parents who want to make from their children's parties or events an unforgettable experience in the environment that they choose on they own.
4. Behavioral: Our company provides a high level of satisfaction to those parents who have no time to organize parties for their children, being a casual event and what the company wants to reach is that the parents can make tangible the benefit that it offers.

### 3.2 TARGET AUDIENCE

Once you put together all the variables that can have an effect through our target audience, we will say that, although our customers are children between 3 and 14 years old, the parents of those children will be in charge of hiring the services performed by the company, whose ages will be among 30 and 55 years old, and whose average income will range about 1.200 € monthly.

### 3.3 MARKETING MIX

Marketing mix is what is used to refer to all the tools disposed for a marketing director of an organization and, with its management he should make the organization to achieve its objectives. These tools are known as the 4Ps of marketing, product, price, distribution and communication.

All of that will be related with what it is explained by Espinosa (2014) through its article about marketing mix and the 4Ps of marketing (Espinosa, Blog de Marketing y ventas, 2014): "Marketing mix is one of the classic elements of marketing, it is a term created by McCarthy in 1960, which is used to encompass its four basic components: product, price, distribution and communication. These four variables are also known as the 4Ps by its Anglo-Saxon meaning (product, price, place and promotion). The 4Ps of marketing (the marketing mix of the company) can be considered as the traditional variables which comprise an organization to achieve its business objectives. In order to achieve this, it is absolutely necessary that the four variables in the marketing mix combined with complete consistency and work together to achieve complement each other ".

Figure 7: The 4Ps of marketing



**Source:** (Espinosa, BLOG DE MARKETING Y VENTAS, 2014)

## **Product**

The product offered by our company, Animeti, it is focuses on the smile and happiness of the children; our main goal is to make that every day with us become a unique and unforgettable day, with the objective that children enjoy playing and doing what they like the most.

The product's variety offered by the organization will depend on the age of the contracting party and of course it will also depend on his wishes and preferences.

We will offer for the most kids, between 3 and 5 years old children:

- Puppets: Different tales of our childhood counted in a unique and fun way for the younger members of the house.
- Cantajuegos: in order to make children dancing and playing
- Games with a lot of material: tunnels, balls, ropes, parachutes, balloons, musical instruments...
- Children makeup.

For those who are not so Young, from 5 to 14 years old, we will offer plays where they can make use of its physical and creative potential: Uniformed monitors, based on the request of each of the contracting, will organize: gymkhanas, dances, sports games ...

## **Price**

The price will vary by type of animation hired and the type of services that the company includes: facilities, food, music, decoration, etc. In addition it will also vary depending on the hours the service is contracted and the necessary entertainers for the performance of the same.

At the beginning of the activity the company presented a relatively low to compete with existing companies in the sector price. In the growth stage the equivalent prices of our services will remain as we continue to focus on customer acquisition. At this stage it presents a small rise in the price level of our services, because our unique service in the market. Meanwhile during the maturity of our company in the market only depending on the guidelines mark in the market prices fluctuate.

## **Distribution**

Regarding the distribution channels used by Animeti, we are going to say that the company will use a direct channel or Channel 1 (from the producer or manufacturer to consumers). This type of channel has no level of intermediaries, therefore, the producer or manufacturer plays most of the marketing functions such as commercialization, distribution, storage and acceptance of risks without the aid of any intermediary. The products offered by Animeti are trademarks of the company and it offers them directly to its clients, avoiding the intermediaries extra costs.

## **Promotion**

Animeti's promotion will be performed primarily electronically; the company has a website where customers can access to it and know what the organization offers and from which they can contact to hire the services of the company. Additionally the organization creates its own profiles on the main social networks in order to advertise the company.



## 4. SWOT Analysis

The SWOT analysis is a strategic analysis based in the detection of internal elements (strength and weakness) and external factors (opportunities and threats) which provide us a diagnosis of the organization competitive capacity. SWOT analysis helps the organization to know better itself and its environment. A right SWOT analysis is based in indicators, in this way we can justify each of the components of the analysis and we also can quantify them; after doing that analysis we will be able to define rightly our goals (realistic but challenging, quantifiable, long-term, clears and coherent).

Figure 8: SWOT



SWOT analysis is in charge of picking up the negative and positive aspects of the internal and external dimension of the organization.

Threats	Weaknesses
<ul style="list-style-type: none"><li>• Ease of entry in the sector.</li><li>• New family structures</li><li>• Wider children leisure's offer</li><li>• Lack of knowledge in the society about the advantages that this kind of service provides □ Political instability.</li><li>• Seasonality of the demand.</li></ul>	<ul style="list-style-type: none"><li>• Unawareness of the organization by the clients.</li><li>• Economic resources not too much abundant at the beginning of the activity.</li><li>• Few entertainers.</li></ul>

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Innovative service</li> <li>• High entertainers' experience</li> <li>• Personal touch</li> <li>• Competitive prices</li> <li>• Qualified personal</li> </ul>	<ul style="list-style-type: none"> <li>• Rise of the birth rate in the Morverdre's camp during last year.</li> <li>• Abundance of qualified personal.</li> <li>• Demand increase on this type of services</li> </ul>

#### 4.1 CAME Analysis

CAME is an analysis which pretends to show to the organization the way to correct the weakness, to confront the threats, keep the strengths and exploit the opportunities showed in the SWOT analysis above.

As Serrano (2006) explains: "A CAME consists on correct, confront, keep and exploit the factors we have seen previously through the SWOT analysis"

##### **Correct weaknesses**

4. The company is unawareness→ In order to correct this weakness, the organization will start a promotion campaign through the web page and social networks in order to be known; it will also be fixed competitive prices to help the organization to gain a foothold in the market.
5. Economic resources not abundant→ it will be made a good assignation of the economic resources at the beginning of the activity as the initial investment made by the partners it is quite high.
6. Few entertainers→ the organization will try to perform the beginning of the activity jointly the both entertainer in order to correct this weakness; in this way both entertainers will be able to manage all the kids and will not be need a higher number of entertainers. Furthermore, if the organization will start to operate rightly or it was necessary for some of the parties, there is the possibility to hire qualified collaborators who know the business idea

##### **Keeping strengths**

1. Innovative services→ as it is a whole service, when the Customer choose our service, it become a unique feature which give us a competitive advantage.
2. High entertainers' experience→ All of our entertainers have worked already with children, what make us to have a plus in our activity as they already know how to

cope with different situations with the kids; furthermore, they have shown a great management with children.

3. Personal touch→ Animeti, unlike other organizations with similar products or services, customizes all of its parties or events with the goal to give to its clients a unique and personal party; it gives a quality factor to the organization and it will be a differentiation factor from its competitors.
4. Competitive prices→ The Price accessibility is a fundamental factor for the customers, the organization always will fix prices which can be adapted to market situation and it will be competitive within the offer that the organization provides.
5. Qualified personal→ Besides all of our entertainers' experience, they will also have the title of free time monitor and other titles in relation with the company activity which will make that the service offered by the company could be differentiate as a unique and quality service.

### **Exploit opportunities**

1. Birth rate increase→ during last years has been seen an increase of the birth rate, which previously had fall; probably the increase is caused by the foreign population who is coming to our country.
2. Abundance of qualified personal→ At times of crisis, where the work is limited, there are many people unemployed, most of them with studies as children teachers or in relation with the world of children entertainment; in the case that the organization needs to hire new employees, it opens us a wide range of possible workers.
3. Demand increase→ through last years in the region where the company focuses its activity (Morvedre's field), it has been produce an increasing in the demand of this kind of services. This, together with the lack of an Animeti's similar offer supposes a great opportunity to foster all of this demand and to get a good market share.

### **Confront Threats**

1. Ease of entry in the sector→ as we have already mentioned above, there are not entries barriers in the sector, it supposes that any organization with financial resources is able to try to compete with a similar structure of our organization.

2. New family structures → it has imply through last years a fall in the natality and in the number of children, moreover, it has also increased the age of people being mums and dads.
3. Wider children leisure's offer → As it is a sector in clear growth, everyday are more and more companies with a children entertainment offer; in order to differentiate its product, the organization offer a customize and home delivery service.
4. Lack of knowledge in the society about the advantages that this kind of service provides→ a lot of people think that their children are happy just with a balloon and a piñata. In order to confront this, the organization will update in its web page the different parties and events which will be performed by the company; in this way, people will be able to see that the hiring of these services will end in a unique and unforgettable day for their children.
5. Politic instability→ Current Spanish politics are in a constant change and this trend change within politic organizations could imply a threat for the organization as it could suppose a legislation instability. Moreover, the current crisis situation where Spanish society is emerged also implies a real threat for the company.
6. Seasonality of the demand→ this kind of service is usually hired on weekends, as it is when children are free, and therefore they have more free time to enjoy its party. In order to confront this seasonality, the organization will offer some discounts during the week to increase its activity during these periods.

## 5. AIMS OF MARKETING

Once studied so much the environment to which one is going to face the company, as the company, by means of the previous analyses, I raise the following aims, both qualitative and quantitative, thinking about those factors that nowadays they have most importance on the market and that company might carry out given his recent creation.

### 5.1 Quantitative targets

**Objective 1:** To satisfy 80 % of the clients who use our services.

**Objective 2:** To receive 30 new clients during the first 6 months.

**Objective 3:** To obtain 3. 000 (different 1. 500) followers in the different social networks during 1 year of throwing of the company.

### 5.2 Qualitative targets

**Objective 4:** To increase the participation of the company in the market in 15 % of the quota of the same one.

**Objective 5:** To obtain a good evaluation of the personnel of the company on the part of the clients

**Objective 6:** To obtain a good evaluation on the part of the clients of the tangible ones which the company has. (inflatable, disguises, toys).

### 5.3 Description of the different targets

**Objective 1: To satisfy 80 % of the clients who use our services.**

For a company of recent creation the satisfaction of the client is key in order that the same one hires the services of the company again, for it Animatei will realize satisfaction surveys to each and every one of its clients where the company will be able to know so much the general satisfaction of its services as of each of the members of the same one so much tangible (inflatable, disguises, games ...) as intangible (human capital). For it there will be used a simple survey where the clients will be able to value each of these services individually from 1 to 5.

**Objective 2: To receive 30 new clients during the first 6 months.**

The client's reception is a fundamental subject for all the companies and it is for it that it is necessary to include it inside the targets of the company, for it we have marked a minimum of 30 clients during the first 6 months of creation of the company.

For the attainment of the above mentioned target we will use so much the mouth to mouth in the places previously mentioned (Football Base Sagunto, Espiga Group. . . ) like the different social networks and different pamphlets that the company realized with that to promote its services.

**Objective 3: To obtain 3. 000 (different 1. 500) followers in the different social networks during 1 year of throwing of the company.**

Bet heavily on the creation of the various platforms of the company in social networks will be a great help when it comes to be known, since social networks are a mechanism used by millions of people and a quick way to show what the company is and does.

The fact of marking 3. 000 new followers during 1 year in the different social networks happens because from the company it is known that in the different networks common followers will exist and it is for it for that the main target centres on obtaining 1. 500 different followers for the company.

**Objective 4: To increase the participation of the company in the market in 15 % of the quota of the same one.**

We believe that in the field of children's entertainment and children's parties there is a gap to be filled, and that gap is where you should focus on entering the company Animeti, this gap is the realization of children's events of all kinds at home. It counts with a highly qualified and numerous points with your prospects, since both schools, as mentioned in the Espiga group, and football practice, its founders are in direct contact with potential clients, which is an important competitive advantage that the company has against its direct competitors when placed on the market.

**Objective 5: To obtain a good evaluation of the personnel of the company on the part of the clients**

For a newly established company and working with children it is essential to have a brand image and a culture that inspires confidence, as this It ploughs us to win potential customers and improve within the market which ultimately is the major objective of any organization.

For it as soon as the service of its services was finished the company will spend surveys of satisfaction for which the clients will be able to value different things, between them the satisfaction that they have with regard to the different personnel of the same one, being able to value the same one for a scale of the 1 to 5.

**Objective 6: To obtain a good evaluation on the part of the clients of the tangible ones which the company has. (Inflatable, disguises, toys).**

Since we have commented on the mark image it is essential for the company and it is by it that it will be asked the clients who should value of equal measurement the tangible ones of the company by means of the already said survey valuing the result from 1 to 5.

## 6. MARKETING STRATEGIES:

In this point we must know what the best strategy is so that our company manages to obtain the strategic targets that the same one marks, it is for it for that we must value both the virtues and the defects that the company has with regard to its clients like the market and the objective public to whom the same one speaks.

In this case we think that the strategy that better adapts itself to the company is the strategy of put niche that the company has an objective public annotated enough inside the area of the camp of Morvedre, also as it has been commented previously although the service of the company is directed to the smallest of the house the real clients are its parents (persons between the 30 and 55 years that gain a minimal average revenue of approximately 1. 200 monthly euros) that are those who to the end were hiring the service of the company in order to give to its children the birthday that they wish.

Also in the second step inside the strategy of niche of market commented previously we find a clear differentiation in the services that the company gives with regard to its competitors since the same one comes to domicile thing that most of its competitors do not realize and also it offers the possibility of realizing thematic holidays according to the taste of the consumers.



## 7. PROGRAM OF ACTION

At this point the approach of actions needed to meet each of the objectives described above are observed, depending if they are based on improving product, price, distribution or communication. Always order to improve the results and status of the company.

### 7.1 Product:

With regard to the product, we can realize actions that will allow us to gain market share and possibly also to improve the image of the company for our clients.

A voluntary survey will be realized to our contractors in order that they value the services of the company and give us opinion at the time of improving or changing any aspect that could be improved or modified, with this we would manage to give an image near to the client and that the same one feels that the company worries for him and for its opinion. The above mentioned survey will consist of 3 questions for which the client will have to value 1 the general satisfaction, 2 the satisfaction with the different personnel of the company and 3 with the different furniture, inflatable toys ... that the company uses.

The above mentioned survey will contain an evaluation of the 1 to 5 of the different services earlier mentioned and being 1 an entire dissatisfaction and 5 everything opposite, the target of the company is that so much the general satisfaction as of each of the services that the company offers it does not go down 4 in any case.

On the other hand at the age of 6 months and using for it part of the income obtained by the company one will proceed to the buy of new materials as disguises or a new inflatable one if it was possible.

### 7.2 Price:

During the first months of the company on the market a special offer of thematic holiday will be thrown to half of price in order to obtain a rapid penetration and reception on the market

On the other hand, for the price of the products of the company and to make them slightly more attractive for the clients, one of the actions that implanted the company is to offer discounts and deals on their products (such as a 25% discount when hiring two products of the company as they could be the theme party and gymkhana). This leads to increased customer demand and were implemented during the months of June, July and August.

Another Animeti action to reduce the price while increasing customer acquisition, is to offer promotions according to the season. For example Christmas offers, such as discounts of up to 25%, offer coupons or discount vouchers or giving gifts with purchase. This action is executed and put into force on 1 December 2017 and to January 15, 2018, if successful would be repeated in 2018-2019.

### 7.3 Distribution:

With regard to the distribution, Animeti tries to improve the formation of the workpeople who are in charge of registering the orders and of the attention to the client. These courses will cost 600 Euros and they will be given across the Sagunto town hall, the beneficiary of the above mentioned courses will be Leticia since Arturo, on having had the business management career, already has the necessary knowledge. This way the efficiency of the process will increase and therefore the satisfaction of the clients, achieving this way a major fidelization.

### 7.4 Communication:

The first action to realize its communication that the company raises is that of distributing propaganda pamphlets in the different schools, teams of soccer and different activities of infantile free time (dance, music, basketball). Since it is a rapid and sure way of being announced of direct form with the objective public of the company.

A second strategic action is to offer their products through the various social networks as these are currently one of the fastest media and the company does not want to be alien to them because in them much of the public is object thereof.

## 7. CONTROL

Control is the last requirement applicable to a marketing plan, management control and use of dashboards let you know the degree of compliance with the objectives as they are defined by applying the strategies and tactics. Through this control it is to detect possible failures and deviations in the light of the consequences that these are generated to implement solutions and corrective measures with the utmost immediacy.

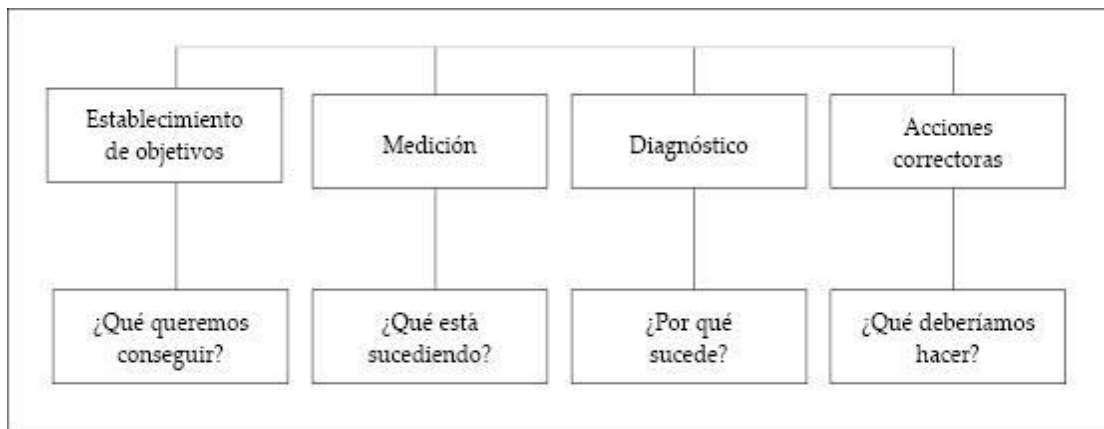
Of these control mechanisms not be established, we will have to wait until after the exercise and then see if the marked target is reached or not. In the latter case, it would be too late to react. Thus, the control mechanisms allow the partial realizations meet the target in relatively short periods of time, so the ability to react almost immediately.

The methods used will be made once selected and identified key result areas (KRA), ie, those areas that provide the greatest contribution of business management performance. Then we will discuss briefly the type of information needed by the marketing department to assess possible deviations:

- Sales Results (by delegations, range of products, selling...).
- Profitability of sales for the same reasons discussed above.
- Ratios of control established by management.
- Our position on the network.
- Monitoring the activity of vendors.
- Result of the different campaigns of communications.
- Ratios of visits per order.
- Ratios of visits per order.
- Etc...

Come to this point, I have considered to be suitable to indicate in a graph the process of control that Philip Kotler proposes us in his book the marketing management.

**Figure 9:** The process of control



Once analyzed what is the control has realized a table in which the different actions are exhibited to realize for the company, as well as the manager of doing it, the regularity with which the above mentioned control was realized, as there was realized the same one and the final target that it is about to reach, with the above mentioned end what loves is to know at all times how each of the targets are developing in order to analyse possible mistakes and deviations and to correct them of a clear and precise rapid form.

## 8.1 Control table

Action	Targets to which it is related	In charge of the control	Frequency	Task to be realized	Target to be obtained
<b>Inquiry</b>	<p>1. To satisfy 80 % of the clients who use our services.</p> <p>2. To obtain a good evaluation of the personnel of the company on the part of the clients.</p> <p>3. To obtain a good evaluation on the part of the clients of the tangible ones which the company has. (Inflatable, disguises, toys).</p>	Arturo	Daily: The survey will be realized whenever it talks each other with the client.	To obtain the information of the surveys and to include in a table Excel in order to have them controlled.	Evaluation over 4.
<b>Throwing offer</b>	<p>1. To receive 30 new clients during the first 6 months</p> <p>2. To increase the participation of the company in</p>	Arturo	Monthly	To control the New clients that the company manages in the different months of the year.	The final target is to reach 30 new clients in 6 months and 15 % of the market share the year

	the market in 15 % of the quota of the same one.				before the putting in functioning of the company.
<b>Discounts and promotions</b>	<p>1. To receive 30 new clients during the first 6 months</p> <p>2. To increase the participation of the company in the market in 15 % of the quota of the same one.</p>	Arturo	Seasonal	To control the new clients during the above mentioned throwings	To obtain the market share that the company marks to the year of its creation
<b>Renewal of the material</b>	<p>1. To satisfy 80 % of the clients who use our services.</p> <p>2. To obtain a good evaluation on the part of the clients of the tangible ones which the company has. (Inflatable, disguises, toys).</p>	Leticia	Half-yearly	To see the broken or degraded tools and to renew them.	Good evaluation of the clients
<b>Pamphlets</b>	1. To receive 30 new clients	Leticia	Monthly	To distribute pamphlets for the different points where to manage	To obtain the market share that the company

	<p>during the first 6 months</p> <p>2. To increase the participation of the company in the market in 15 % of the quota of the same one.</p>			clients, clubs of soccer schools, out-of-school activities ...	marks to the year of its creation
<b>Diffusion in social networks</b>	To obtain 3. 000 (different 1. 500) followers in the different social networks during 1 year of throwing of the company.	Leticia	Monthly	To control the different social networks of the company informing the clients of the different promotions and offers of the same one as well as to maintain the contact with the same ones	To obtain the market share that the company marks to the year of its creation

## 9. BUDGET

As soon as the actions to realize were defined, we must square the budget that we will need for the achievement of all of them.

Since all the actions to realize will be done on the part of the founders, one is not necessary to separate on cost for personnel for each of them also both the offers and the discounts and promotions are realized by the company and they suppose a decrease of the benefit but not a cost for that we should budget.

On the other hand if we must budget for the course that one of the members realized of the organization and that has been valued for 600 euros.

In addition to the course we must value so much the different expenses for promotion of the different social networks valued in 150€ monthly and that will have the aptitude to come to 10. 000 users of the area, as 1. 000 pamphlets realized monthly and that approximately 223 monthly euros will suppose for the company.

In case of the latter prices we must think that both are monthly and that its price should change during the different months of the year. And that there will fit the possibility of realizing sayings or the not above mentioned promotions according to the benefits or results that the company will have.

On the other hand at the age of 6 months the company will have to begin to renew the tools used for its activity with what it will be necessary to keep a part of the benefits for the above mentioned end, the part that was keeping will be 5 %.

As soon as there were seen all the expenses to which the company will have to face during 1 month, a whole of 963€, and seeing that with the contributions of the associates has a capital in cash of 3. 000€ we believe that the pronounced targets are attainable from the monetary point of view.



## 8. GENERAL CONCLUSIONS

After analysing all the aspects related to organization's initial situation where could be placed the company Animeti, and the possible issues that could influence both the creation and the functioning of it, we can conclude that:

The company has a great potential for growth thanks to most of the aspects analyzed about the organization are favorable, both internally and externally.

Firstly, it has been able to introduce the kind of company you want since the foundation we want the company to have as an organization.

The market study has allowed us to focus the target audience to get focused business strategies in this type of customer, it also has achieved to know what differentiating features has the company which make it different from the competition, and which should attempt to differentiate the organization from its competitors in order to position itself as a pioneer in the field of children's entertainment in the Valencia region.

On the other hand, through the technic study that the organization has performed, we see that there is an unsatisfied demand due to, although there are some organizations which perform similar activities tan Animeti, no one of them have a home delivery service; therefore, it opens a wide possibility of business opportunities for our company (Animeti).

As for the new targets and the strategies of marketing used by the company we will say that the same ones are coherent and are much tied to the extract of the organization for what we think that its execution will be the correct one and that the targets will be reached on the part of the company

Finally, with the fund analysis we performed, we can conclude that even though the children parties are an existent model in the market, it is quite unlikely that the organization incurs losses as all the expenses that the organization will have to face are in relation with the amount of events or parties it performs; so we can confirm that the project of this Company will be profitable for us and it will be easy to constitute.

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